

The role of the Algerian written press in development

دور الصحافة الجزائرية المكتوبة في التنمية

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Abstract :

This study aims to answer the question: Is the Algerian written press a developmental media? The research deals with some concepts related to the theory of development media, its characteristics and requirements, then to a glimpse into the journalistic treatment of development issues that dozens of studies have touched upon and which answers the question. Despite the shortcomings and obstacles, the margin of freedom of the Algerian press enables it to play important development roles and classifies them as developmental media. **Keywords :** Algerian written press, developmental media..

ملخص :

تهدف هذه الدراسة إلى الإجابة عن السؤال: هل تعد الصحافة الجزائرية المكتوبة إعلاما تنمويا؟ ويتطرق البحث إلى بعض المفاهيم المتعلقة بنظرية الإعلام التنموي وخصائصه ومتطلباته ثم إلى لمحة عن المعالجة الصحفية لقضايا التنمية التي تطرقت لها عشرات الدراسات والتي تجيب عن التساؤل، حيث أنه رغم النقائص والمعوقات، فإن هامش الحرية التي تتمتع به الصحافة الجزائرية يمكنها من لعب أدوار تنموية هامة ويصنفها كإعلام تنموي.

الكلمات المفتاحية: الصحافة الجزائرية المكتوبة، الإعلام التنموي

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INTRODUCTION:

The wide spread of the media today, which is represented in newspapers, magazines, radio, television and news agencies, as well as advertising institutions, information banks and websites, as well the growing influence made a lot of media research focused directly and essentially in studying the role that the media can play in the success of development plans; Also, taking care of research in this mutual relationship between the media and other areas and caring for its impact on the development of peoples, resulted in the emergence of a fundamental branch of media work called developmental media.

As for Algeria, after independence and the launching of development projects in the fields of construction, industry and agriculture, education and health, the public press accompanied these development plans and prepared the climate for them by stirring the ambition of individuals and urging them to struggle and sacrifice for a better life.

Once the first births of the private press appeared in Algeria in the early nineties, and despite the accelerating political events and difficult security conditions, the area of expression of local and national development issues took a larger area marked by criticism and opposition, and the topics revealed certain interests in the services, housing, employment, health, and agriculture, as well as Education, trade and other fields.

In this context, this article attempts to answer **the question:**

Is the Algerian written press a developmental media?

2. The determinants of the concepts of development and the media:

The definitions of "**development**" have multiplied as a term and concept, including what I looked at from citizenship, including what I looked at from the perspective of knowledge obtained to mobilize resources, and we can accordingly define this concept according to the following three definitions:

The first is the definition of this concept by the United Nations: "These are the processes by which the efforts of citizens and the government can be combined to improve economic and social conditions in local communities, help them integrate into the life of the nation and contribute to its progress as closely as possible."

As for the second definitions, it is that which focuses on the determinant of the "scientific effort", and he believes that "it is the result of the scientific efforts used to organize joint governmental and popular activities at various levels to mobilize existing resources or that can be found to meet the necessary needs according to a plan drawn up and in the light of the general policy of society." The determinant comes as a comprehensive, third year, in which it is stated that it means "transferring societies from one situation or level to a better or better level, and from a traditional style to an advanced type in quantity and quality, and it is an irreplaceable solution in facing national requirements in the field of production and services." (F.Douglas Muschett,, 1997, PP13-14)

As for the concept of **media**, we find that this word "media" is matched by the word "**information**" (The Oxford Dictionary, 1989, P388), and according to Robert Escabit, the media is what transmits, receives and increases informations. C. J. Folliet informs the media that: "the exchange of information, ideas and opinions between individuals, by virtue of the fact that each of these seeks to achieve what he needs from these ideas and opinions in the possible ways and means available to him." The media is also known as: "the exchange of public awareness of the delivery of information to them through specialized means, transmitting all the news and

information related to them that are important to them, with the aim of educating people, introducing them and serving them with life matters. ".(Jason Bainbridge, 2015, P65).

We find that there is someone who prepares the press as a means of the media, and he called it the printed media that includes, according to his opinion, newspapers, magazines, periodicals, books, pamphlets, brochures, banners, and posters. "And some experts see that the media and the press are one thing, and the word is not limited to Press on the printed material, but it includes all the media, and others adopt the concept that the press is limited to what is printed, whether it was a newspaper or a magazine without other means, whether audio or visual or electronic, and that the press appeared with the appearance of the first printed newspaper at the end of the century Sixteenth and beginning of the seventeenth century. (Roland Rice, and Charles K.Atlain, 1989, P25).

3. Development media: the concept and its development throughout history:

3-1- Definition of development media:

Adib Khadour defines the development media as "the main or subsidiary media system specialized in addressing development issues." Wajih Al-Sheikh considers it as an essential and important branch of media activity. It basically means setting the various activities carried out by the media in a society in order to serve society issues and its general goals.

In other words, it is: "The process by which the mass media and the means of mass communication within society can be controlled and directed in the required manner that is consistent with the goals of the development movement and the higher interest of society." (علي فلاح الضلاعين وآخرون، 2014، ص 206).

3-2- About the emergence of developmental media:

In the 1960s, the scientist and researcher Weilburg Schramm wrote a book entitled " **Mass Media and National Development: The Role of Information in the Developing Countries** ", in which he made a research in the role of media and its importance in bringing about social transformation, change and development. Thanks to this researcher, the concept of development media was well understood, as well, he depended in his research on the historical memory of the major transformations in the world to highlight the role of the media, its importance and its great impact in the environment in which it works. He also saw that the revolutions in Europe and America would not have taken place without the media, as well as for education and technological and communication development And Schramm also believes that the media played a key role in alerting third world countries to their underdeveloped reality, awakening their underdeveloped peoples from their slumber and making them look to the standard of living of advanced peoples. (Wilbur Schramm, 1964, PP 221-233)

Many factors have contributed to the emergence of the development media, the most important of which is the economic, cultural and social gap that emerged after the Second World War, which left economic, psychological and cultural repercussions on the inhabitants of Europe, which led to the emergence of the concept of social responsibility, which means the responsibility of the media in the restoration of the devastation of wars. Also, the independence of many countries of the south of the world, whose peoples suffer from a large economic and socio-political gap, compared to the Nordic countries, which led to the need for the media to play a role in reducing

this gap, in addition to the emergence of the Western theory of modernization (which modernized the socialist growth model). (Martin Scott, 2014, P14)

The rapid development of information technology has made it possible to accelerate the role and impact of development media on societies.

It seems that the interest in developmental media by experts and researchers in the field of media and communication came as a result of realizing the importance of development and its inclusion in all aspects of life, and the large role that the media plays in development.

4. Theories of development media:

The theories of developmental media are based on the scientific foundations of media theories, in combination with various development theories, and this combination essentially created many theories of developmental media, among the most important of these theories:

4-1- Daniel Lerner Theory: (Shah, Hemant, 2011, PP 122-136)

Lerner saw that the role of the media in development and modernization processes is through its role in mobilizing the public and guiding them in various fields, and that individuals who live together in one political system develop methods of distributing and flowing information interactively. With the distribution of power, wealth and social status to form a coherent system, the communication system is an indication of change in the overall social system.

Lerner believes that the media surrounded - and still surrounds - people with information, ideas, opinions, events and changes, and therefore it can present new ways of living and advance the level of the traditional environment. On media planning, Lerner says it is necessary:

- That the media plan is organically linked to the development plan, as the components of the development plan are the same as the components of the media plan.
- To Seek to divide the media's development plan into two parts, the first we call (constructive) and the other we call (defensive).

It is noted that the two names are metaphors, the first section is based on building human beings and advocating the values of the new society, and the second section requires defense against counterattack media attacks to nullify, expose their methods in front of people.

4-2- Wilbur Schramm Theory: (Wilbur Schramm, 1964, PP 225-233)

This theory stems from the role of the media in development through the impact that the media have in the environment in which it operates, and Schramm links the reality of media and communication focus, and thus the media services it provides in major cities and The severe shortage of these services in marginal cities or rural areas and villages, and according to Schramm, this matter is present in major and marginal cities in developed and developing countries alike.

Schramm calls for conducting media research in developing countries in order to increase information and various studies on them, and to know the media capabilities available in them. Schramm sees:

- The need to clarify the vision in everything related to the communication process and its effectiveness.
- Developing countries cannot spend money on immature campaigns due to lack of information and research.

The media audience in developing countries is diverse in categories and conditions

and it is difficult to predict its reactions.

5. Development media: characteristics, requirements and objectives:

5-1- Characteristics of developmental media:

Perhaps one of the most prominent characteristics of developmental media can be summarized in the following points: (فاروق خالد الحسنات، 2011، ص 207)

- It is a targeted media work that seeks to achieve social goals that are inspired by the basic needs of members of society.
- It is a programmed and planned media that aims to make development plans successful.
- It is a comprehensive media that addresses public opinion to persuade it of the necessity of social change that development requires.
- It is a multidimensional media that includes the economic, political, social, cultural, educational and administrative dimensions.
- It is a factual media that is supposed to be based on clarity, honesty and objectivity in the offering and the transfer of information.

5-2- The requirements of the development media:

(علي فلاح الضلاعين وآخرون، 2014، ص ص 130-132)

In order for the development media to play its role and raise its level of performance, the requirements for that must be given, and they are various requirements, some of which are related to the reality of the media, including those related to the executive authority. Mohamed Hijab outlines these requirements within the requirements of media policies, implementation, and the creation of media development. In the field of media policies, it is necessary to start from a philosophy that defines the goals of the media process through a democratic system that guarantees everyone participation in decision-making, liquidation of different patterns in the political, economic and social fields, the equitable distribution of national wealth and the expansion of the framework for the use of technology. These policies are based on a specific goal, which is comprehensive development that allows balanced and rapid growth, political, economic and social independence, and self-reliance.

Within the framework of operational policies, emphasis should be placed on setting priorities and highlighting content, reinforcing positive values, lack of blind imitation, attention to development and actual needs, and highlighting their local, national and national character.

The Arab development media cannot be activated in isolation from the trend towards establishing an Arab developmental media industry and looking at the media as a productive rather than a consumer sector. It seems that the prosperity of the media sector requires its development in its various vertical, horizontal, quantitative and qualitative dimensions, the development of the tasks of media professionals, the rise in the level of audible, readable and visual media contents and the opportunity for the media to become effective tools for social and human communication and focus on various dimensions while we address development policies from a social and media dimension Cultural, technological, economic, legislative and professional.

5-3- The objectives of the developmental media:

The developmental media seeks to achieve social goals and objectives inspired by the basic needs and vital interests of society. It also contributes to establishing true

awareness of openness-based development and presenting facts, and then adopting development plans.

In the past, it has been said: The economy is the backbone of life, and now there is another backbone of life: Media. Therefore, one of the most important objectives of the development media: (هزوان الوز، 2012، ص ص 42- 43)

- To enhance the capacities of all members of society in order to positively participate in the development process and issues of concern to the community in which they live.
- Correcting concepts about the development of societies and those responsible for them, and presenting a true figure of their goals, projects and activities.
- Encouraging individuals and bodies inside and outside the community to contribute to the development process after knowing them in an integrated manner on their philosophy, goals and activities, and persuading international organizations and foreign bodies to support the local community and its merit with it.
- Attracting more new volunteers, motivating them by making them aware of the importance of volunteering and participation.
- Establishing cooperation, coordination and integration between societies and exchanging experiences and experiments between them.
- Gaining broad public support and advocacy for community issues, which drive decision-makers to develop new public policies that meet the need for change and the strengthening of decentralization systems, as well as to confront the constraints of the development process.
- Contribute to arranging or rearranging the interests of the community, so that the value of volunteering and self-reliance becomes among their priorities.

6. Media planning and development:

Media planning is of great importance in maintaining the media message and the quality of its expected impact on the public. Behind every informational message, planners have worked to develop and craft it in a general contextual context that responds to general objectives previously outlined.

There is a direct relationship between the role of the media and planning in the field of development, because the task of media planning is to define the needs and problems of society in a scientific way, to arrange its priorities and to choose the most appropriate way to address them, and work to achieve a balance in development, in addition to determining the levels of the various bodies responsible for implementation.

Media planning should be comprehensive and integrated, and its performance should be based on the temporal basis (from short term to medium term to long term), according to the scope of the plan (from sub to master), and in terms of its continuity (from continuous successive plans or plans for one use).

Most researchers go on to say that there is no development without media planning, and therefore successful media planning for development requires a set of requirements: (علي فلاح الضلاعين وآخرون، 2014، ص ص 143-149)

- Carrying out media studies to reveal the nature of social, economic, environmental, and local problems, and arrange them according to their importance, as well as the necessity of working to eliminate them in line with development requirements and requirements.

- Define the media goals clearly and accurately and divide them according to the time frame and in terms of their importance.
- The use of the national media campaigns method, provided that the media programs are coherent and integrated, not disassembled. The campaigns are usually at the national level, and that is by gathering data and information, setting objectives, as well as setting policies, choosing communication means, preparing the content of the media material, then scheduling the campaign, and evaluating it in a phased and comprehensive evaluation.
- The necessity of linking media policies and other development policies in the social, cultural and economic fields in order to achieve complementarity between them all in achieving the national goals.
- Providing specialized human competencies in the various fields of media: audio, visual, reading, and the Internet, which assume this huge national responsibility.
- Providing the material, technical capabilities and resources necessary to implement media plans at the national and local levels.
- Carefully design the media message to be culturally and socially acceptable, using language and expressions understood locally and nationally.

To sum up, it can be said that media planning is a practical and methodical means from other means, which seeks to move society from one situation to a better situation, that is, its development and the achievement of its well-being, and this is the desired goal.

7. Some of the media's roles in national development:

The media plays several roles in national development, community modernization and development, the most important of which are: (هزوان الوز، 2012، ص ص 45-47)

- A social role by transforming and modifying people's attitudes and behaviors towards issues and topics of modernization and development, especially administration and judicial reform, legislative development, fighting corruption, and sharing opinion.
- Promote modern behavior patterns, such as sharing, accepting the other, and being open to others' important experiences.
- The role of the media in literacy, educating people, educating adults and raising the cultural level of people.
- The role of the media in developing school education, through innovative educational programs, educators and media professionals, which requires a real openness for media professionals.
- The role of the media in women's education.
- The role of the media in raising awareness and developing local communities. In this field, the media implements integrated media campaigns for real social and economic development.

The national media have many roles, the most important of which is to spread religious preaching constantly to remind people of their religious duties and morals, reduce violence between members of society and against women and children, and establish social ties, in addition to health awareness campaigns, attention to proper nutrition, disease prevention, awareness of the seriousness of addiction and awareness-raising environmental among community members. Other economic roles such as stimulating production, encouraging local industries, and urging young people to work into available productive investment projects, spreading a culture of self-

reliance and avoiding laziness and dependence, disseminating best practices in the field of agricultural technologies to farmers, revitalizing the tourism sector and other positive behaviors that would advance Society and contribute to the progress and prosperity.

8- An overview of the press treatment of development issues in Algeria:

(Written Algerian press archive: El khabar, Echourouk, El Watan, Liberté, 2010-2019.)

Algeria has relied, in the stage of socialist management, from the beginning of the sixties to the end of the eighties of the twentieth century, on the doctrine of developmental media, where the press and the media have become part of the national system that contributes to development, and have been incorporated into comprehensive development plans. The media has transcended that traditional role which is the ideological political expression to move to a social and economic role. Journalists of public newspapers, radio and television were accompanying the government work, and they covered projects for building new villages, housing achievements, road paving, hospital building, educational institutions and other development projects, in addition to awareness campaigns in the field of health, education and agriculture.

With Algeria abandoning the socialist model and adopting a market economy since 1989, and the birth of political pluralism, a private press emerged, and despite its priorities focused on its political and security issues, and despite its opposition to the authority. But, this did not prevent it from playing a developmental role in the transfer and treatment of social and economic development issues which the Algerian citizen seeks and whose contents revolve around health, education and housing projects, services, financial, energy and other fields.

In the last two decades, the discussion also included, the field of sustainable development, where the latter had many news, dialogues, articles, press interviews, comments, and others.

Based on the theories of development media and its development goals to serve society issues inspired by its basic needs and vital interests represented in reducing illiteracy, reducing diseases, contributing to eradication of poverty and improvement from the material level of people, raising the level of cultural awareness, raising the scientific level, as well as the roles of development media in Focusing on the population problem, reducing unemployment and family problems, and other aspects related to political, economic and social life. (هزوان الوز، 2012، ص ص 42-43)

Based on the foregoing, significant interest is observed by the Algerian newspapers in these issues, and a commitment to the goals and roles of the development media. Development areas take a significant portion of the press coverage in their pages, where newspapers focus on women's problems, violence against them and how to solve this dilemma, urge to educate and liberate them, and their professional formation. The newspapers also deal with the field of education, training, university, and accompany the structural achievements of this sector, also address its problems such as the obsession with the intensity of educational programs and the heavy portfolio dilemma and its negative impact on the psychology of the school child, and in relation to the housing sector. The newspapers accompany the completed projects and address the delay of some and the problems of distributing them to citizens.

Writings in the field of health also emphasize the role of the written press as a development media concerned with the health of community members and contribute

to reducing diseases, as they address structural achievements such as hospitals and treatment rooms, as well as cancer, vaccination programs and the issue of blood donation.

The services field, which relates to the basic needs of society, is a priority in the press agenda, including transportation, water and sanitation networks, and communications. Newspapers deal with the low level of these services in some areas, and the lack of them in others.

The employment sector also has a presence in these press contexts. It focuses on efforts to reduce unemployment and some of the employment programs that some newspapers oppose because it has changed the mentality of the Algerian youth for the worse and increased their laziness, and in this, frankness and transmission of the facts that are among the tasks of the development media.

The Algerian press recently focused in the hydrocarbons and energy sector, on the decline in oil prices and the economic impact of that. It deals with the problem of shale gas in recent years, and other contents on renewable energy projects, and this interest is consistent with the comprehensiveness of the development media.

With regard to the agriculture sector, the media treatment is clear and accurate in dealing with readers, by conveying the truth (Wilbur Schramm, 1964, P271), which is the failure of the agricultural policy that led to a food dependency abroad, and these are the goals of development media.

It is noticeable that there is a dearth of journalistic material in the industrial sector, given the nature of the Algerian economic model that depends on hydrocarbon revenues and the neglect of the production machine.

The press contents also deal with the trade sector, as it addresses the problem of high prices on occasions and the scarcity of basic materials in some regions, and in this commitment to developmental media goals that are based on frankness and providing facts.

As for other areas such as tourism, entertainment and sports projects and programs, their presence is weak in the contents of the press, but their treatment on some occasions confirms the comprehensiveness of media treatment for them and that the written Algerian press is a developmental media.

CONCLUSION :

We conclude that the Algerian written press is considered a developmental media despite shortcomings and constraints, and in order for this press to play its role and raise its level of performance with other visual, audio and electronic media as a developmental media, the requirements of media policies, implementation, and the creation of real media development must be met. In the field of media policies, it is necessary to start from a philosophy that defines the goals of the media process through a democratic system that guarantees everyone participation in decision-making, liquidation of different patterns in the political, economic and social fields, the equitable distribution of national wealth and the expansion of the framework for the use of technology.

These policies are based on a specific goal, which is real and comprehensive development that allows balanced and rapid growth, achieving political, economic and social independence, self-reliance, community modernization and development by contributing to the development of the educational and university system and contributing to spreading the correct religious preaching, and working to reduce violence within individuals society, consolidating social ties among its members,

accepting opinion and other opinion, in addition to contributing to spreading environmental awareness among members of society, stimulating production and encouraging local industries, upgrading the value of work and self-reliance among young people, and informing peasants of advanced and effective agricultural technologies, as well as contributing to revitalization The tourism sector through marketing the tourism potential of Algeria.

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